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# **Town of Fairhaven/Solarity Broadband Study Committee April 23, 2019**

# Agenda

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- Fairhaven Broadband Study Committee Introductions
- Solarity Introduction
- Solarity Broadband Planning Approach – Overview
- Fairhaven/Solarity Broadband Feasibility Approach
- Summary/Next Steps

# Solarity

Helping people, organizations, and communities THRIVE!

- Solarity Integrates Services:
  - Project, Program, and Portfolio Management
  - Organizational Change Management
  - Strategic Planning
  - Business Analysis
  - Broadband Planning
- Solarity Broadband Planning Experience:
  - Kentucky Communication Network Authority (KCNA) Strategic Plan
  - KCNA KentuckyWired Advisory Board Establishment
  - Gateway Area Development District and London, KY Utility Commission Broadband Strategic Plans
  - Broadband Planning Services for Lexington, Richmond, and Morehead, KY
  - Last Mile RFP Response for Pikeville, KY

# Solarity Broadband Team

## Nancy Ward

- 25+ years Commonwealth of Kentucky government
- 18+ years as a Project Management Professional (PMP)
- 20+ years strategic planning and transformational change experience
- 4+ years Broadband planning Experience



## Terry Barnes

- 35+ years telecommunications industry experience
- 23+ years as a Project Management Professional (PMP)
- 5+ years Broadband planning experience



**SOLARITY**

# Solarity Broadband Planning Approach

Think strategically for the long term.....

.....to build a roadmap to act practically in the short term!

~ Think Strategically & Act Practically ~



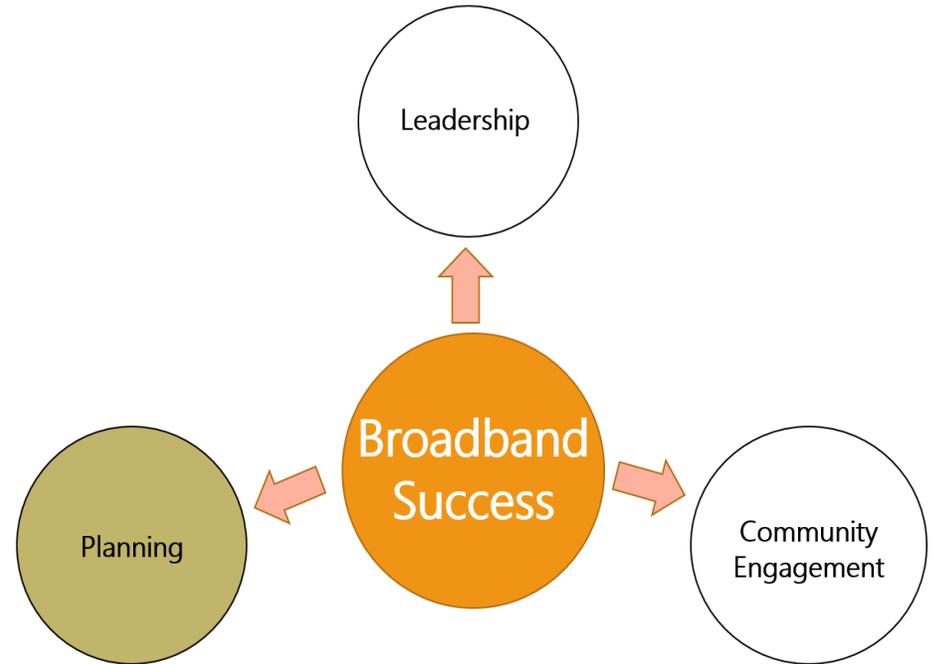
*"Start with the end in mind." – Stephen R. Covey*

# Broadband Success Factors

Think strategically for the Long Term



Act practically in the short term



“He who fails to plan is planning to fail.”  
-Winston Churchill

# Broadband Project Components - Summary

## Inclusive Community Engagement and Education

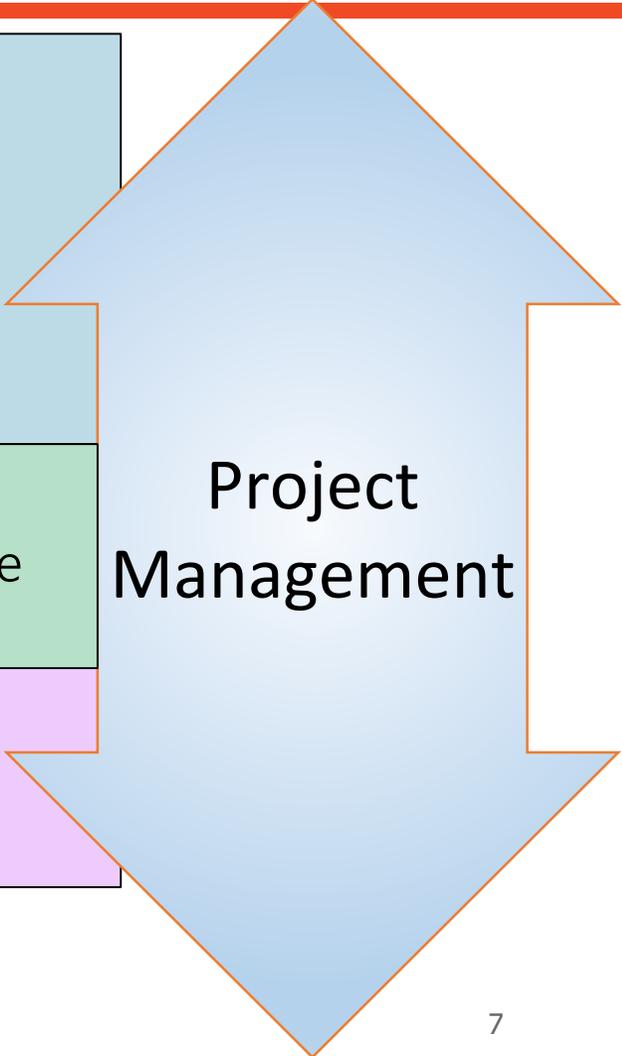
- Involvement of all residents/user sectors in planning and community advocacy
- Shared understanding of Broadband as a community infrastructure & quality of life benefits

## Strategic Thinking/Planning

Community-wide strategic thinking for successful Broadband access & use

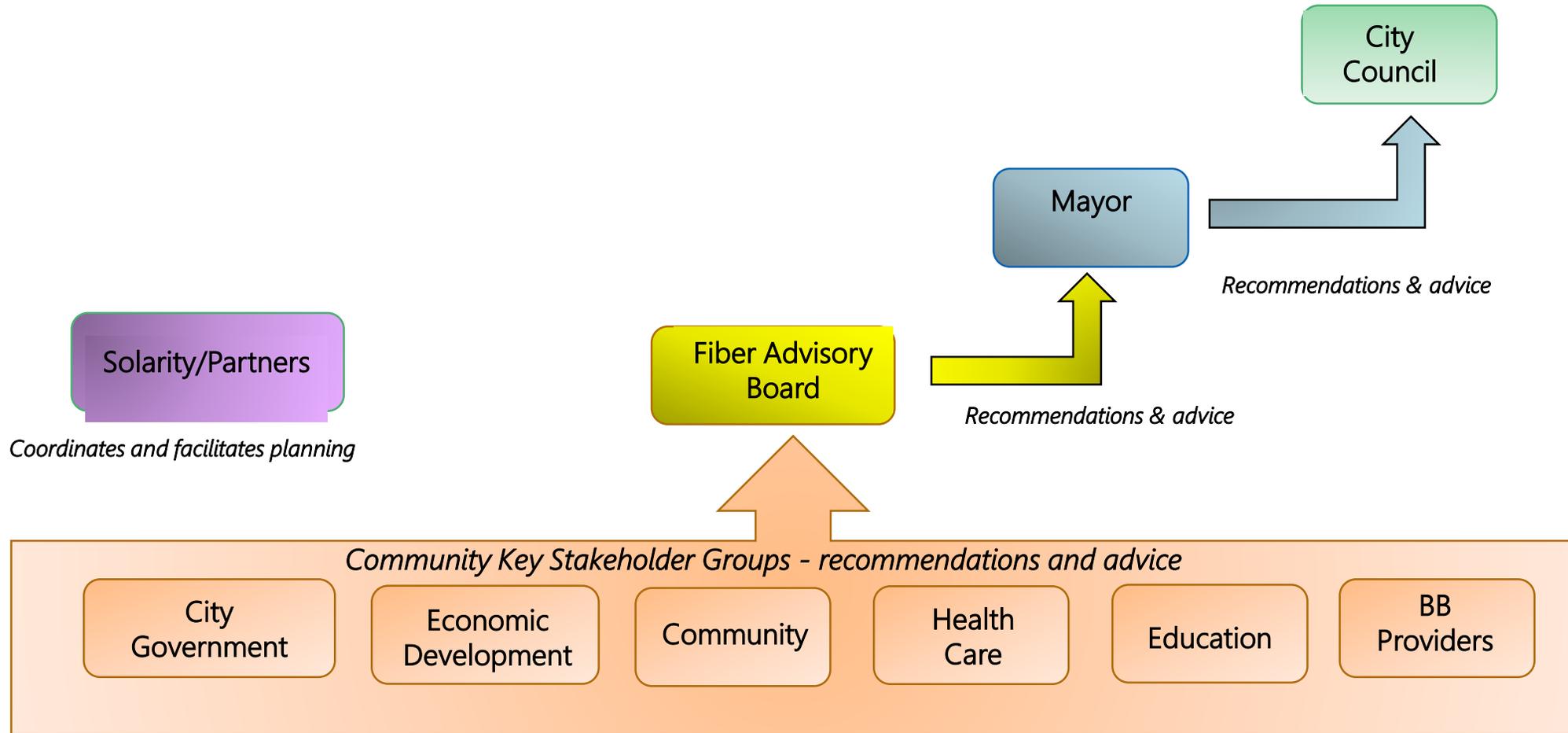
## Tactical Planning/Actions

Actions to effectively accomplish strategies



Project  
Management

# Leadership: Organizational Structure & Roles



# Each community must find its best 'Last Mile' solution

## Examples:

- Public Owned?
- Private Owned?
- Public/Private?



# Balance Control, Risk, Benefit

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## Interwoven Issues

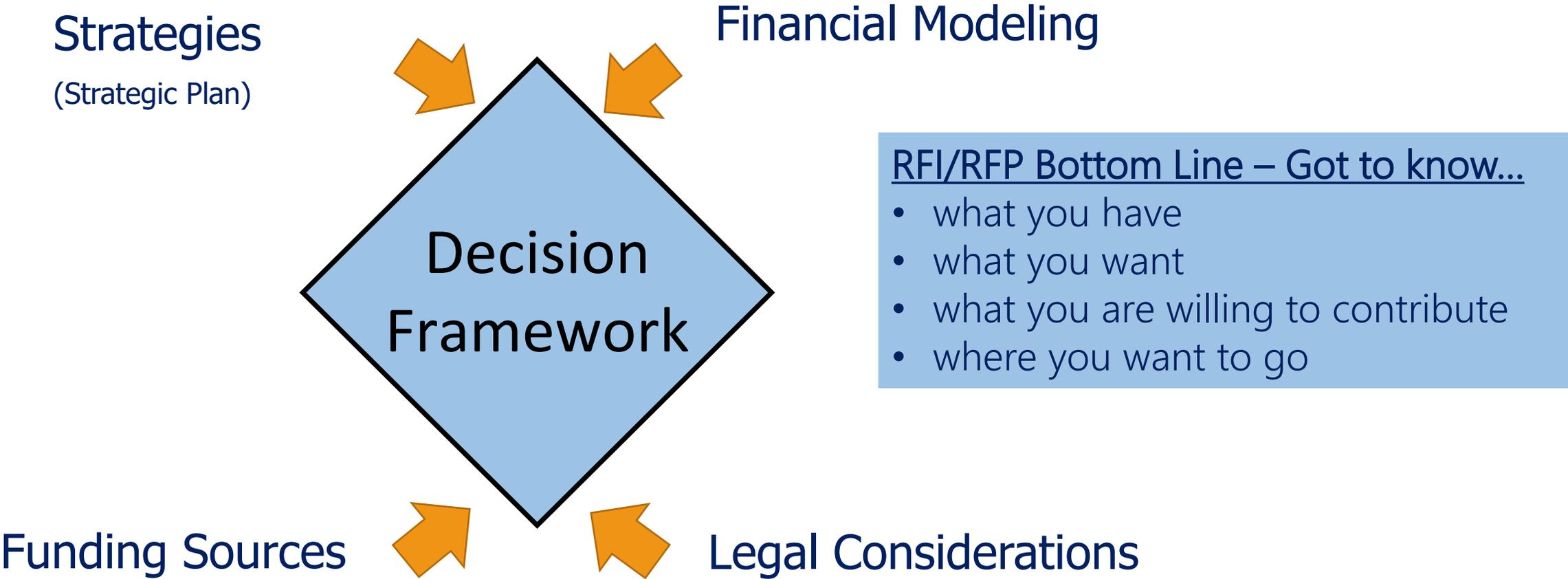
1. Control – who owns the network and decides how it operates
2. Risk – the investment associated with developing and running the network balanced against revenue generated
3. Benefit – rewards (social, economic, political) achieved through successful implementation of the project

# Broadband Feasibility Study Elements

## PROJECT FEASIBILITY REPORT

- Demand for broadband service
- Engineering designs option(s) for broadband infrastructure
- Control/risk analysis of broadband models
- Pro forma analysis of broadband models
- Financing sources
- Operations plan options
- Potential last-mile service providers
- Education/community engagement plan
- Marketing plan
- Governance plan
- Implementation plan

# What strategies, financial, legal, and partnership models do you need to consider?



# Fairhaven Broadband Feasibility Study Proposal

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- Develop Fairhaven's Broadband Feasibility Study Request for Proposal (RFP)
  - Lead the RFP response evaluation
  - Facilitate the selection of the feasibility study consultant
- Assist in the preparation of the feasibility study preparation as needed
  - Gathering information
  - Coordination with other local and state government agencies
- Provide Project Management services
  - Serve as the Fairhaven point of contact
  - Develop the Project plan identifying deliverables, supporting activities, and schedule
  - Identify and manage issues and risks
  - Report status
  - Close out the project and document lessons learned

# Questions & Answers

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# Solarity Broadband Planning *Resources & References*



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- Broadband Community Primer
- Solarity Broadband Glossary [www.solarity.com/broadband-terminology](http://www.solarity.com/broadband-terminology)
- Solarity Resource Guide <https://solarity.com/services/community-broadband-success/broadband-resource-guide/>
- Other U.S. Community Networks Advocates and Support
  - FTTH (Fiber to the Home) Council Americas: [www.ftthcouncil.org](http://www.ftthcouncil.org)
  - Broadband Communities Magazine: [www.bbpmag.com](http://www.bbpmag.com)
  - Community Broadband News: [www.MuniNetworks.org](http://www.MuniNetworks.org)
  - Rural Telecommunications Congress: [www.ruraltelecon.org](http://www.ruraltelecon.org)
  - Next Century Cities: [www.nextcenturycities.org](http://www.nextcenturycities.org)
  - CLIC (Coalition for Local Internet Choice): [www.localnetchoice.org](http://www.localnetchoice.org)
  - US Conference of Mayors: [www.usmayors.org](http://www.usmayors.org)

# Contacts/Next Steps

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